

What is claimed is:

1 1. An advertising system comprising:
2 a content provider which generates ad banners;
3 a target computer which receives the ad banners;
4 an agent which is transmitted from the content provider to
5 the target computer, the agent obtains user information and
6 transmits the user information to the content provider; and
7 a program running on the content provider, the program
8 organizes the user information and updates a user specific
9 database.

1 2. The advertising system of claim 1 wherein the agent is
2 software executed by the target computer.

1 3. The advertising system of claim 1 further comprising a
2 baseline user profile which is updated by the program running on
3 the contact provider.

1 4. The advertising system of claim 3 wherein the baseline
2 user profile includes information on Web sites visited.

1 5. The advertising system of claim 1 wherein the agent
2 collects information using MICROSOFT® ACTIVE X™.

6. The advertising system of claim 4 wherein the baseline user profile includes a subkey indicating time spent at each web site.

7. A method of communicating advertising information comprising the steps of:

- creating a user profile;
- transmitting an ad banner from a content provider to a target computer;
- collecting user information at the target computer;
- transmitting the user information from the target computer to the content provider;
- filtering the user information to create relevant data;
- arranging the relevant data to create a modified user specific database; and
- generating a second user ad banner corresponding to the modified user specific database.

8. The method of claim 7 further comprising the step of transmitting an agent from the content provider to the target computer.

Sub 2
a
1 ~~9. The method of claim 7 wherein the collecting step is~~
2 executed by an agent running on the target computer.

Sub 9
1 ~~10. The method of claim 8 wherein the agent is transmitted~~
2 with the ad banner.

Sub 10
1 ~~11. The method of claim 9 wherein the agent is independent~~
2 of a browser executing on the target computer.

1 ~~12. The method of claim 7 wherein the ad banner is~~
2 transmitted in an Internet protocol format.

Sub 10
1 ~~13. The method of claim 7 wherein the generating of the~~
2 second user ad banners involves applying rules which include
3 dynamic information profiling the target computer user.

Sub 3
a
1 ~~14. A content provider for providing advertising content~~
2 over a network comprising:
3 a plurality of user profiles, each user profile in the
4 plurality of user profiles including user data corresponding to a
5 target computer account;

6 a munging agent which updates each user profiles based on
7 data transmitted from an agent;
8 a rule set associated with each user profile including rules
9 generated from the user data; and
10 a rulebook which selects data to be transmitted from an
11 advertising content database using the rule set.

15. An advertising system comprising:

1 a content provider which generates a means for advertising;
2 a target computer which receives the means for advertising;
3 a means for obtaining user information and transmitting the
4 user information to the content provider, the means for obtaining
5 user information transmitted from the content provider to the
6 target computer; and
7 a means for organizing the user information and upgrading a
8 user specific database.
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